

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

New Basics Inc.

Massachusetts Manufacturing Extension Partnership

From New Product Design to Full Production

Client Profile:

New Basics, Inc., is an innovation leader in the field of personal care products, with a proven track record of guiding concepts through every stage of development, from Ideation to Market Validation, and from R&D to Manufacturing and Distribution. New Basics has recognized the unmet needs of consumers, worldwide, in the area of personal care products. The company utilizes the most current technologies in its design concepts to develop high-performance solutions, such as the New Basics Hair Coloring Brush and the recently released EZ Colour Brush. Based in Boston, Massachusetts, New Basics employs a talented, cross-collaborative team within the disciplines of project management, research and development, manufacturing, marketing, sales and customer service. During the peak season they have up to 10 employees

Situation:

In late Fall of 2003, New Basics completed the design of its second generation hair coloring brush, the "EZ Colour" brush. New Basics has core expertise in New Product Ideation and New Product Design. They needed help in reviewing the latest new product design for manufacturability. They also needed advice, counseling and guidance in the manufacture of the new product in the initial trials and in the pilot run phases. New Basics President, Lorraine Dina Chu, called upon Joe Rizzo, Lead Project Manager with the Massachusetts Manufacturing Extension Partnership (Mass MEP), a NIST MEP network affiliate, to help New Basics through this most critical phase in the development of the new product.

Solution:

Mass MEP's Joe Rizzo participated in the final design review of the new product, providing technical assistance in identifying the areas critical to high volume manufacturing. He also reviewed the design of the molds and the capacity plans for the scale-up of production. Along the way, Joe influenced the maintenance of the molds and contributed to the development of a comprehensive Quality Manual. The key to the successful development of the products was a series of pilot runs, which demonstrated the variabilities in product quality over time. The pilot runs produced a number of defects. The root causes of the defects were identified and should be eliminated during the full production runs. A comprehensive Failure Effects Mode Analysis (FEMA) was completed during this time. Joe also helped by identifying two other manufacturing resources that can produce the EZ Colour Brush at competitive costs for New Basics.

Results:

- * Increased production orders.
- * Projected increased sales of \$3 million in 2005.

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- * Identified market, targeting drug store and grocery chains to supply product.
- * Ongoing assistance from Mass MEP in ramp up of production.

Testimonial:

"New Basics, Inc., was in a state of manufacturing disarray when we met Joe Rizzo. Joe has served as an important consultant/advisor to New Basics in the areas of product development, high volume manufacturing, sourcing and quality assurance. His quiet but effective counsel helped us to define our next steps in mass manufacturing and putting us back in distribution. Joe Rizzo has earned the highest respect of our senior management and the Board of Directors. He is a clear thinker, pragmatic in his approach to problem solving, always offering up executable ideas and within budgetary parameters. He is a thorough and conscientious professional who always seeks to achieve success for his clients. We have learned so much from Joe. He is unselfish in how he shares his knowledge and a wise teacher in how he instructs us on methods that will improve and enhance our business. We thank you, Joe and MassMEP, for giving small manufacturers like New Basics a strong chance to compete and succeed. We are grateful for the resources you offer and the excellence in the advice you provide for the local manufacturing industry."

Lorrayne Dina Chu, President